

Omaha Steaks and United Rentals to Deliver 5,000 Servings of Protein to Food Bank for the Heartland



(Omaha, Neb., Mar. 6, 2023) – Food Bank for the Heartland is facing the most sustained hunger crisis in its 40+ year history, with 1 in 10 in Nebraska and western Iowa struggling to afford their next meal. As a result, Omaha Steaks and United Rentals are partnering up for the second year in a row to donate post-holiday gifts to Food Bank for the Heartland.

156 United Rentals employees made the choice to opt-in and redirect their corporate holiday gift from the company to help the food insecure. Omaha Steaks is matching the United Rentals employee donation, increasing the total number to 312 meal packages being donated.

Food banks typically receive nonperishable, shelf-stable foods, leaving out a crucial part of a balanced diet – protein. Protein-rich foods play an important role in our fight against hunger. It is more filling than fats and carbs, increases muscle strength, promotes bone health, boosts metabolism, and provides many other dietary benefits. Unfortunately, the high-cost and perishable nature of protein means it is donated less frequently.

On March 6, Omaha Steaks will deliver a truckload containing more than 5,000 servings of protein to Food Bank for the Heartland. The donation will include an assortment of steaks, chicken, pork, all-beef franks, seafood, sides, and desserts.

“At Omaha Steaks, serving others is at the very core of who we are, from serving our customers to serving our communities,” said Todd Simon, fifth-generation family owner, Omaha Steaks. “Omaha Steaks is committed to providing high-quality protein to families in need.”

“We are grateful to Omaha Steaks and United Rentals for their commitment to helping our neighbors facing hunger,” said Brian Barks, President and CEO at Food Bank for the Heartland. “Their generous donation of nutritious protein will make a direct impact on individuals and families in the fight against hunger.”

“We’re thankful for the opportunity to partner with Omaha Steaks to donate meals to local families in need,” said Todd Hayes, Region Vice President, United Rentals. “We love to collaborate with other local businesses to help out our community.”

About Omaha Steaks®

Omaha Steaks, America’s Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company, who has a history of supporting food security through long-standing relationships with food banks, and partnerships with national organizations to provide food to those in need during natural disasters and during the pandemic. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, and skillet meals, side dishes, appetizers, and desserts. Today, Omaha Steaks is recognized as the nation’s largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

About United Rentals

United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,462 rental locations in North America, 13 in Europe, 27 in Australia and 19 in New Zealand. In North America, the company operates in 49 states and every Canadian province. The company’s approximately 24,600 employees serve construction and industrial customers, utilities, municipalities, homeowners and others. The company offers approximately 4,600 classes of equipment for rent with a total original cost of \$19.61 billion. United Rentals is a member of the Standard & Poor’s 500 Index, the Barron’s 400 Index and the Russell 3000 Index® and is headquartered in Stamford, Conn. Additional information about United Rentals is available at unitedrentals.com.

About Food Bank for the Heartland

Founded in 1981 and headquartered in Omaha, Nebraska, Food Bank for the Heartland—a member of Feeding America—is a 501(c)(3) nonprofit organization with a vital focus: to provide nourishment to Heartland neighbors facing food insecurity with respect, integrity, and urgency. Food Bank for the Heartland works with 544 network partners in 93 counties across Nebraska and western Iowa offering multiple hunger relief and nutrition programs. The Food Bank is currently providing, on average, two million meals each month. For more information, visit FoodBankHeartland.org.

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